

TR-1(i): NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached ⁽ⁱⁱ⁾:

Mediasurface Plc Ord 1p

2. Reason for the notification (please state Yes/No):

An acquisition or disposal of voting rights: ()

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ()

An event changing the breakdown of voting rights: ()

Other (please specify) : (Yes)

3. Full name of person(s) subject to the notification obligation ⁽ⁱⁱⁱ⁾:

Artemis Investment Management Ltd

4. Full name of shareholder(s) (if different from 3.) ^(iv):

Artemis New Enterprises AIM VCT 2

5. Date of the transaction (and date on which the threshold is crossed or reached if different) ^(v):

19 February 2008

6. Date on which issuer notified:

22 February 2008

7. Threshold(s) that is/are crossed or reached:

7%

8. Notified details:

A: Voting rights attached to shares

Class/type of shares if possible
using the ISIN CODE

Situation previous to the Triggering transaction ^(vi)

Number of shares

Number of voting Rights ^(viii)

GB00B01XYM75

6,881,884

6,881,884

Resulting situation after the triggering transaction ^(vii)

Class/type of shares if possible
using the ISIN CODE

Number of shares

Number of voting rights ^(ix)

% of voting rights

Direct

Direct ^(x)

Indirect ^(xi)

Direct

Indirect

GB00B01XYM75

8,981,884

8,981,884

MEDIASURFACE

7.83%

B: Financial InstrumentsResulting situation after the triggering transaction ^(xii)

Type of financial instrument	Expiration Date ^(xiii)	Exercise/Conversion Period/ Date ^(xiv)	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
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N/A

Total (A+B)

Number of voting rights	% of voting rights
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8,981,884

7.83%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable ^(xv):

N/A

Proxy Voting:

10. Name of the proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

N/A

14. Contact name:

David Deacon

15. Contact telephone number:

01635 262000